



Empowerment Scholarship Account

External Customer Satisfaction Survey Report

Fiscal Year 2015
(October 2014)

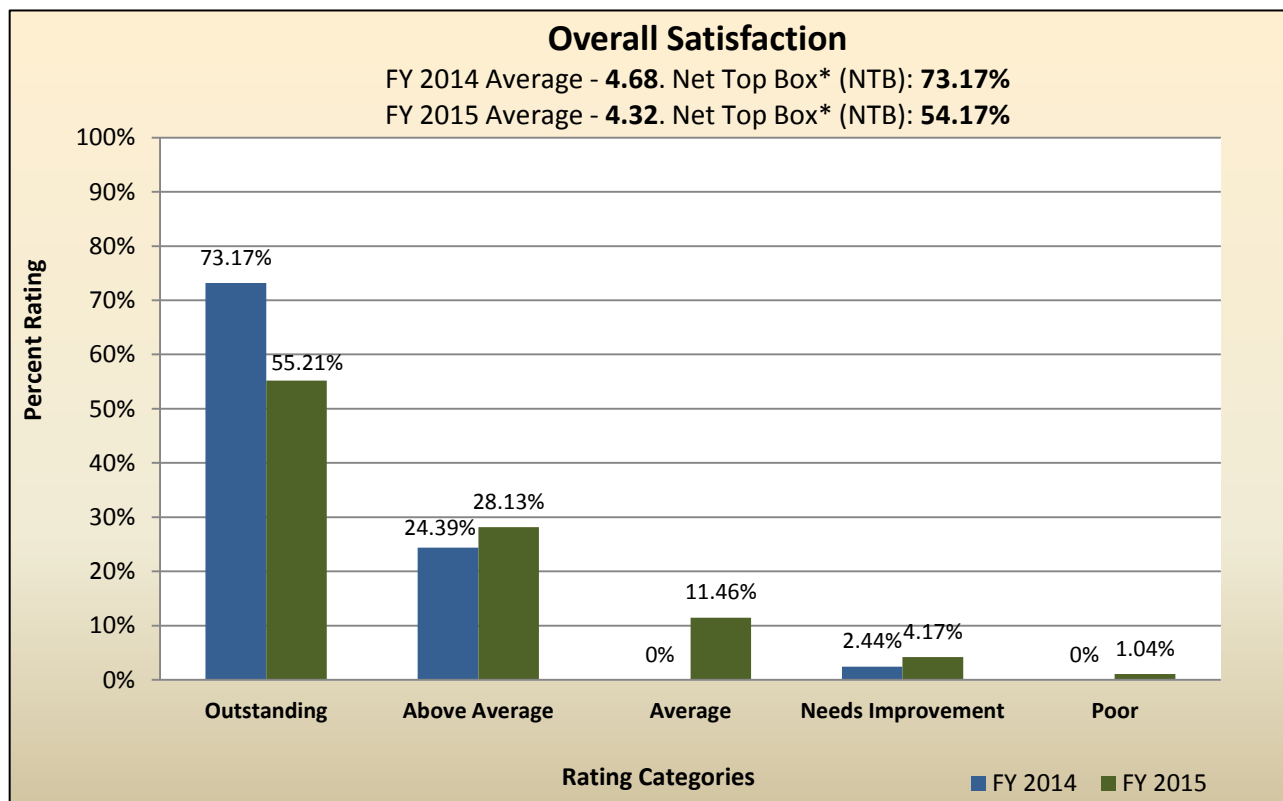
Executive Summary:

In October 2014, the **Empowerment Scholarship Account (ESA)** External Customer Satisfaction Survey was distributed to 360 individuals identified as direct customers. The purpose of this assessment was to measure external customer satisfaction on current ESA services, and to identify issues, problems and opportunities for improvement from our external customers' perspective.

Of the **96** respondents (27% response rate), 78 customers indicated their student attends a Private School.

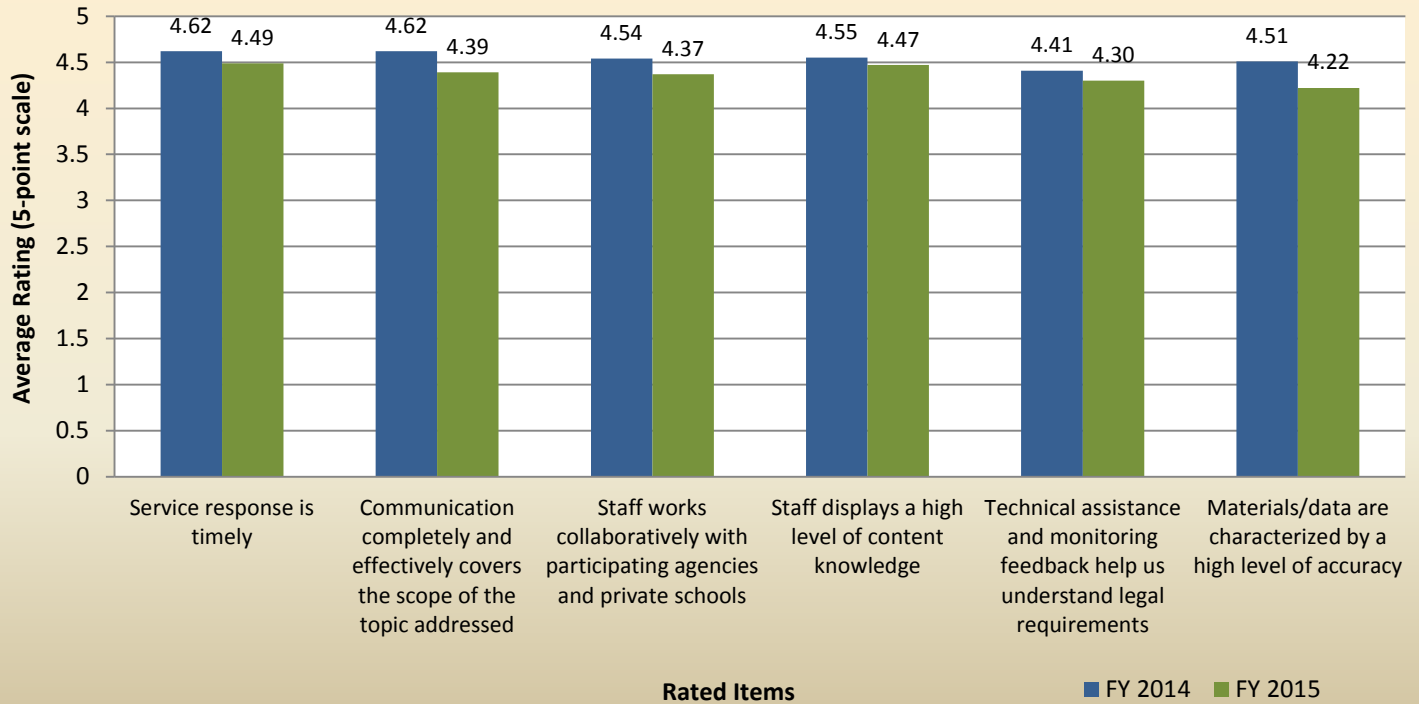
Customer Feedback:

Respondents were asked to rate satisfaction with aspects of service using a five-point scale: Strongly Agree (5); Agree (4); Somewhat Agree (3); Disagree (2); Strongly Disagree (1). In addition, an overall satisfaction rating was requested, using the following scale: Outstanding (5); Above Average (4); Average (3); Needs Improvement (2); Poor (1).

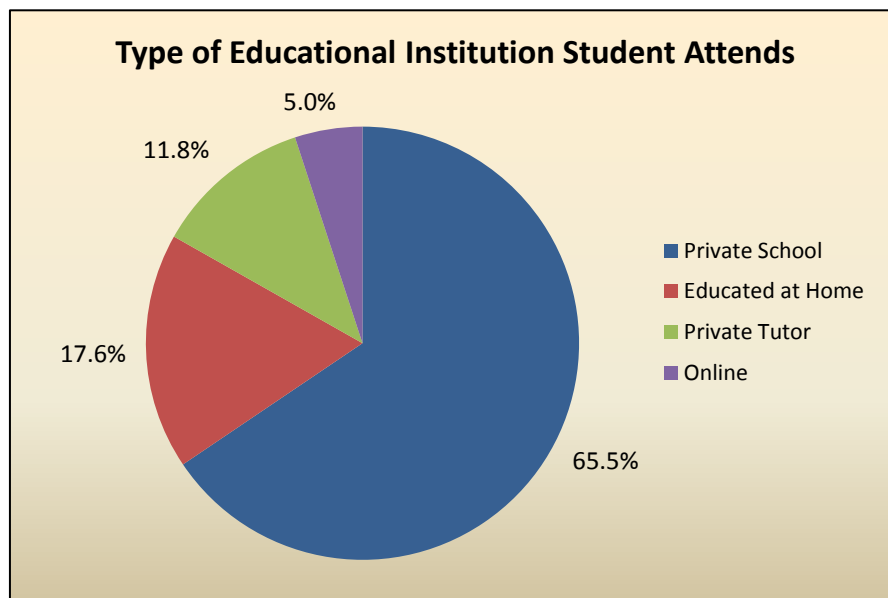


*Percent rating services "Poor" subtracted from percent rating services "Outstanding"

Customer Satisfaction Ratings
(96 Respondents)



Respondent Demographic Breakdown:



Customer Satisfaction Ratings by Educational Institution Type

